



DEPARTMENT OF CONSERVATION

DIRECTOR'S OFFICE

801 K STREET • MS 24-01 • SACRAMENTO, CALIFORNIA 95814

PHONE 916 / 322-1080 • FAX 916 / 445-0732 • TDD 916 / 324-2555 • WEB SITE conservation.ca.gov

Summary "California Principle" ALL CALIFORNIANS Workgroup

November 3, 2008

The California Principle: ***California is a global leader innovating a healthy, prosperous, equitable, society with an abundance of resources.***

At the second meeting of the full California Principle working group, a framework was created for the design and implementation of policies, programs, and projects that will lead to a "sustainable" California and an eco-effective approach to strategic growth. The group identified three areas for Goal and Strategy development – State Government, Communities, and All Californians – and agreed that a working group should be established for each area. This was the first meeting of the "All Californians" workgroup. The objectives of this meeting were to:

- I. Clarify scope and role
- II. Review the Goal statement and refine as needed
- III. Review and finalize a set of strategies to achieve the Goal
- IV. Create objectives/metrics
- IV. Agree on a preliminary Action Plan to implement strategies

I. Scope and Role

The group indicated several outcomes in which they saw the efforts of the group leading:

1. Address the foundational issues of engaging the public.
 - Provide consumers with only good options (non-toxic). Link together and use our oversight to provide this leadership.
 - Establish metrics for creating new green economic opportunities.
 - Develop an overarching message that we all carry in our work: the drum beat.
 - Green education push in higher education and training for green jobs.
 - Balance hope with urgency. It's important but challenging to hold these two perspectives.
 - Set a baseline. We're not starting from zero, and we don't want to lose track of this. Educate all from the perspective of improvement – not fear/despair.
2. Coordinate with the State Government workgroup to facilitate a paradigm shift from programmatic to systematic problem solving.
 - Dovetail State Government's work to support local efforts.
 - Demonstrate a more efficient and effective service.
3. Develop pilot projects that demonstrate the positive impact of "thinking and acting green."

- Rid toxic substances from products. Come up with a model in California that can be replicated in other states.
 - Increased awareness of what goes into pharmaceuticals and how that affects the environment through curriculum.
 - A California equivalent to a Masters in sustainable leadership.
 - Create sustainable food systems and land use patterns that encourage people to get out of their cars.
4. Promote transparency, sharing of information, and access to data.
- Spread information and educate.
 - Define what “green” is and a system for bridging the data that exists (i.e., what is toxic).
 - Educate the public about less harmful materials and what State Government is doing.
 - Regional and local context for pumping in information.

II. Review of Goal

Community Goal: ***Educate, engage and make it easy for all Californians to make personal choices with regard to lifestyles, products, and services that have a positive impact on air, land, water, and eco-systems.***

Upon review, the group decided to add the word “health” as appears below:

Educate, engage, and make it easy for all Californians to make personal choices with regard to lifestyles, products, and services that have a positive impact on health, air, land, water, and eco-systems.

III. Development of Objectives

The group agreed upon the following objectives:

1. By _____, develop a coherent and consistent message to be employed by all State agencies that defines the State’s commitment to the California Principle and a sustainable California.
2. By _____, the California Department of Education will incorporate sustainability in elementary, middle school, and high school curriculum.
3. By _____, increase the number of high schools and community colleges offering green job training programs.
4. By _____, quantify the number of green jobs available in California and set targets for increasing the number of those jobs.
5. By _____, launch a public information campaign that will:
 - Increase awareness of the top five ways to impact climate change.
 - Change public understanding of waste: waste equals resource.
 - Utilize a marketing think tank, including private marketing firms to craft and promote the sustainability messaging.
 - Address consumer behaviors and habits.
 - Increase percent of Cal diet = plant-based.
 - Decrease vehicle miles traveled by 25 percent by 2020.
 - There will be a Web portal listing toxic substances by 2011.
6. By _____, demonstrate a shift from government oversight to promotion of sustainability partnerships by implementing at least three public/private partnerships.
 - Develop economic incentives for individuals and businesses.

7. By _____, increase the amount of food provided to Californians from regional food sheds.
 - Need to identify and quantify regional food sheds in California.
 - Develop food source (food miles) labeling system.
8. By _____, implement a rating and labeling system for sustainability similar to the energy efficiency rating system currently in use.
 - Labeling "California Certified."
 - Start with pilot projects.
 - Explore new technology to inform consumers.
 - Develop consumer information strategies to affect purchasing habits.
 - Solicit manufacturer to support the effort.
9. By July 2009, all State contracts will contain a "lifecycle analysis" impact assessment.
 - Create task force to provide analytical data, etc.
10. By _____, phase out all State subsidies for products and systems incompatible with the California Principle.

IV. Review Strategies

The group reviewed the strategies that had been previously developed and decided to revise and add some new ones. The following are the new strategies adopted by the group:

- A. Build eco-effectiveness curriculum into school programs, including higher education.
- B. Promote the development of local sustainable food sources.
- C. Provide transparency of data and information with regard to health and environmental impact. For example, lists of chemicals and their properties.
- D. Develop consumer supply and demand incentives.
 - Educate on lifecycle and true costs.
- E. Inform and create consumer demand for green products.
- F. Incorporate health and sustainability impact assessments in California policy development. For example, incorporating Extended Producer Responsibilities (EPR) principles in policies.
- G. Engage the private sector as partners to achieve the stated goal.

V. Agree On Preliminary Action Steps

To achieve the All Californians goal and objectives and put the strategies in play, the group identified several preliminary action items:

1. Develop a baseline to identify (inventory) where current efforts exist and then determine what is missing.
 - DGS is already spearheading environmental purchasing policies.
2. Identify one or two key objectives to elevate to Agency as priority considering length of time left in the Administration.
3. Create an action plan.
4. Provide support for the Green Chemistry Initiative
 - Step in and conduct one-on-one interview with key players who may not be able to participate.

Immediate Action Steps:

The group agreed to continue to work together. However it was suggested that ultimately smaller specific work teams might be needed. The following immediate action items for the group itself were identified:

1. The group agreed to a two hour meeting currently scheduled for Thursday, November 13, 10 AM – 12:00 at the Department of Conservation, 801 K Street, 9th floor conference room. The purpose of the meeting would be to narrow and prioritize objectives and determine necessary action items.
2. It was determined that additional departments needed to be represented either in person or thru an interview process to gain their insights and participation:
 - Consumer Affairs Agency
 - Department of Education
 - Agriculture
 - Transportation
 - Department of General Services
 - UC Office of the President
 - Community colleges
3. The group will provide feedback on these consolidated notes directly to Allen Goldstein at allen@theresultsgroup.com no later than Tuesday 11/11.